

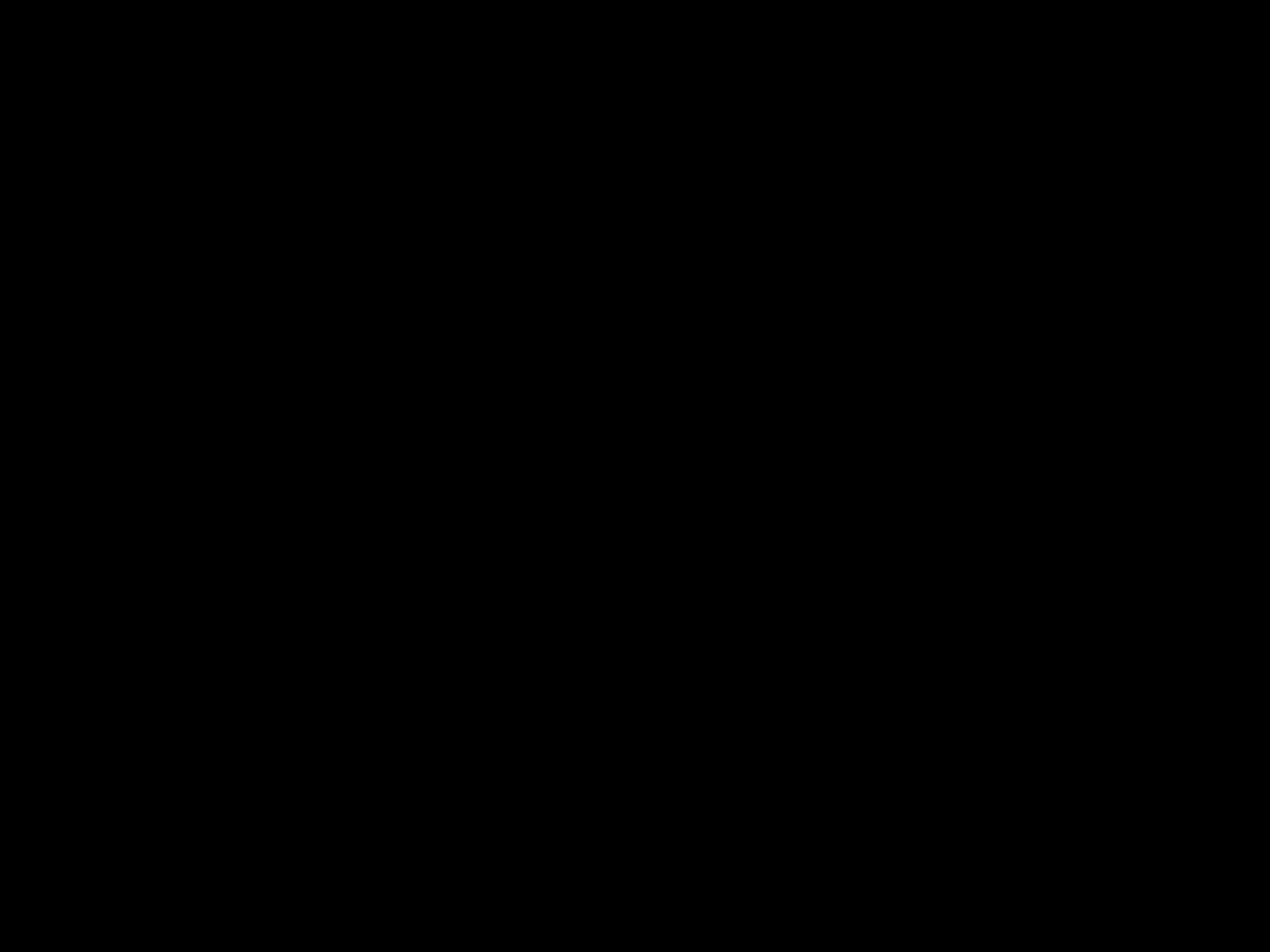


NORTHERN UTAH

Marketing Committee

April 1 2022





PAID MEDIA

Campaign Goals

1. Increase awareness of Northern Utah's product offerings in alignment with audience travel drivers by driving engagement with Northern Utah content and messages
2. Proportionally distribute visitation through responsibly promoting unique Utah product and cultural offerings: Dark Skies and our local communities
3. Increase Utah's brand reputation as a diverse and welcoming destination
4. Create awareness of Utah's Leave No Trace Seven Principles among prospective visitors

PAID MEDIA

Northern Utah + Media Strategy

This campaign is designed to support our Northern Utah + communities and products by promoting and sharing the stories of these areas to key audiences.

- This strategy will elevate our Northern Utah + outdoor recreation offerings as well as our urban products (restaurants, arts and culture, etc.).

Total Budget: \$820,000

Media Tactics:

- Connected TV!
- Native articles on visitutah.com
 - Contextually align native article topics within contextual relevant placements
- Display retargeting
 - Retarget ad exposed audiences on connected tv and audiences who have engaged with native content.

PAID MEDIA

Northern Utah + Media Strategy

Market Concentration:

- Colorado, New Mexico, Arizona, Wyoming, Montana, California, Texas, Idaho, Nevada

This campaign will reach the following audiences:

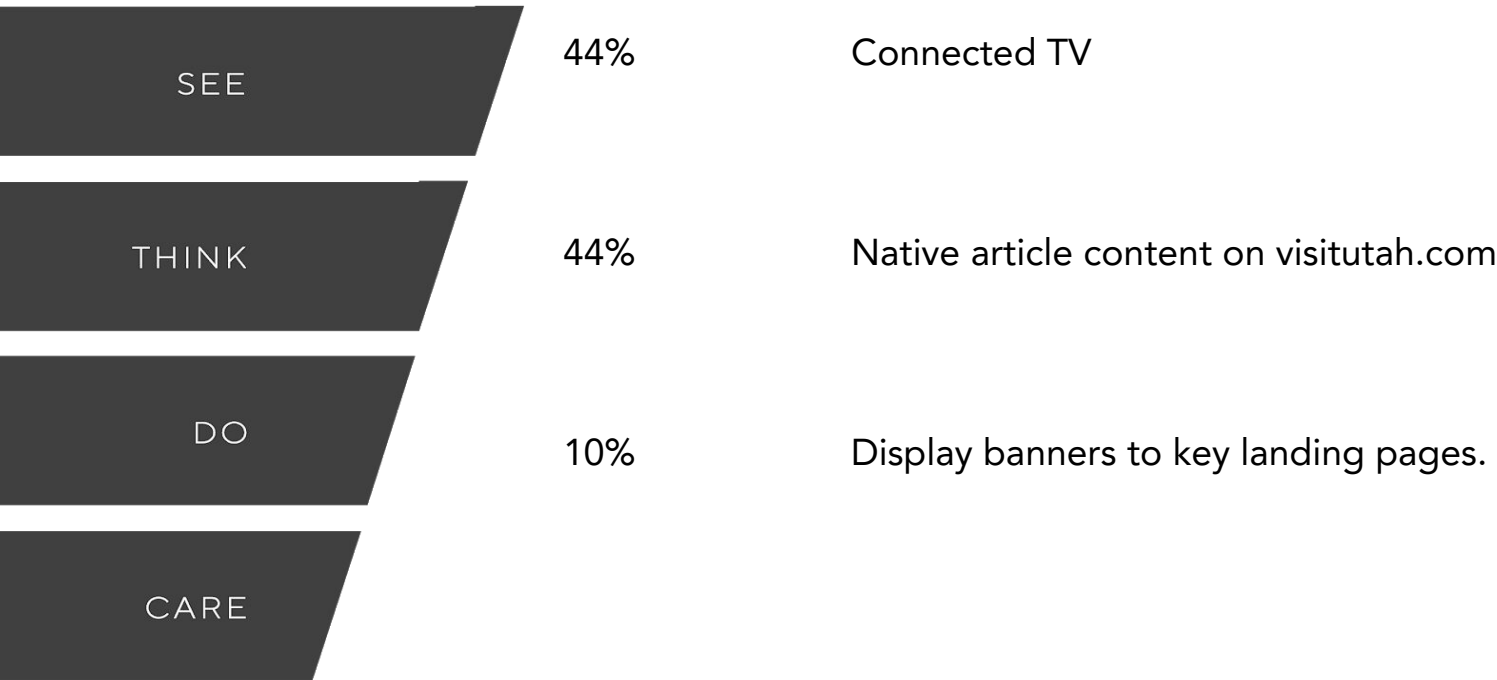
- Travelers who are drawn to cities and those who want assurance of the comfort and resources of home within a wider Utah outdoor adventure
- Travelers from nearby drive markets who see the Wasatch Front as their closest destination for urban offerings
- Film buffs and Red Emerald ready travelers who can be persuaded to visit film locations across Utah
- Families



**2% for ad serving*

PAID MEDIA

Northern Utah + Media Strategy



PAID MEDIA

Northern Utah + Media Timing

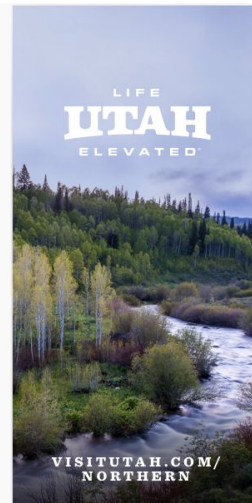
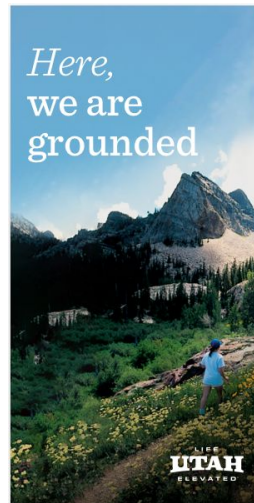
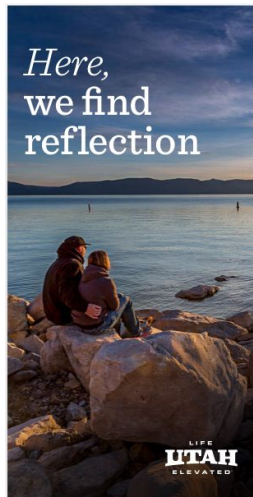
| Northern Utah + 2022 | | | | | | | | | | | | | | | | | | | | |
|----------------------|--|-------|---|----|----|----|-----|---|----|----|---|------|----|----|----|------|----|----|--------|-----------|
| | | April | | | | | May | | | | | June | | | | July | | | | |
| | | 28 | 4 | 11 | 18 | 25 | 1 | 8 | 15 | 22 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | BUDGET | |
| Connected TV | | | | | | | | | | | | | | | | | | | | \$300,000 |
| Native On-Site | | | | | | | | | | | | | | | | | | | | \$296,000 |
| Display Retargeting | | | | | | | | | | | | | | | | | | | | \$74,000 |
| Social Media | | | | | | | | | | | | | | | | | | | | \$140,000 |
| Total | | | | | | | | | | | | | | | | | | | | \$820,000 |

| Northern Utah + 2022 | | | | | | | | | | | | | | | | | | | | |
|----------------------|--|-------|---|----|----|----|-----|---|----|----|---|------|----|----|----|------|----|----|--------|-----------|
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| Social Media | | | | | | | | | | | | | | | | | | | | \$140,000 |
| Total | | | | | | | | | | | | | | | | | | | | \$820,000 |

ADVERTISING

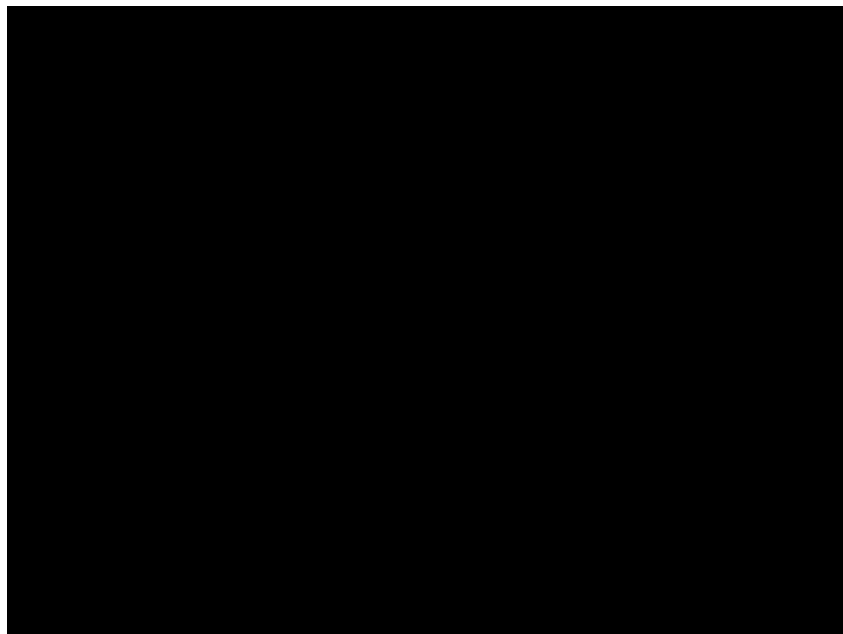
CREATIVE

Rise

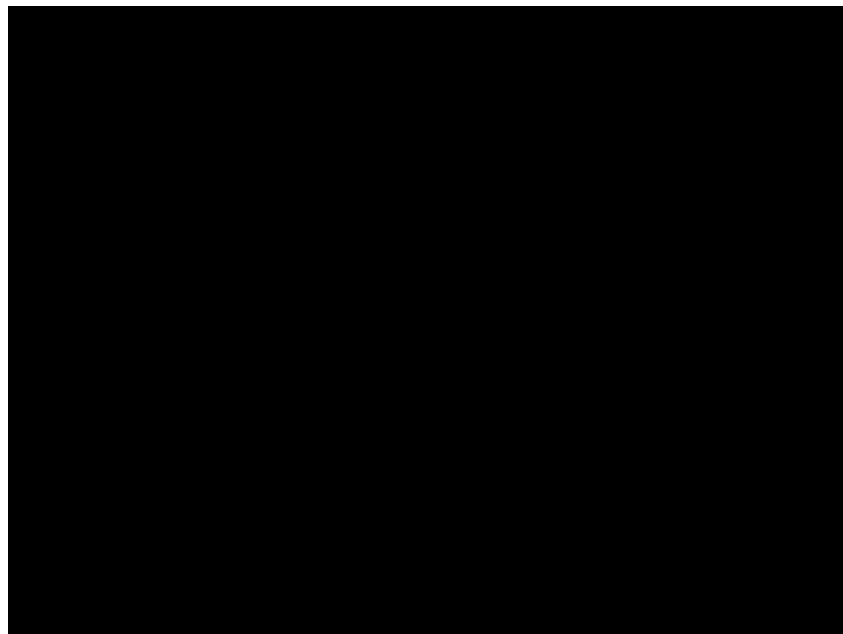


CREATIVE

:30 Rise



:15 Rise



CREATIVE

Proximity



PAID SEARCH

Always On

Trends

- VisitUtah ads are in the first ad position $\frac{1}{3}$ of the time
- Travel is trending in Salt Lake City
 - 88/100 in March
 - 81/100 in February
 - 77/100 in January

Strategy

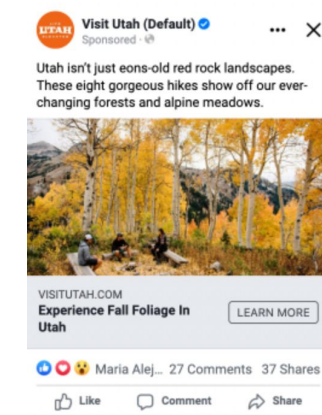
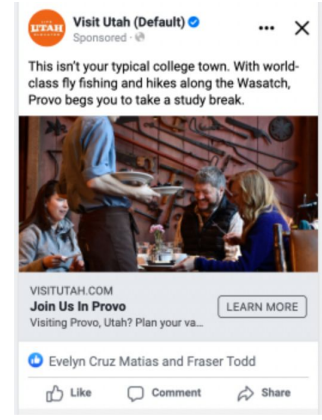
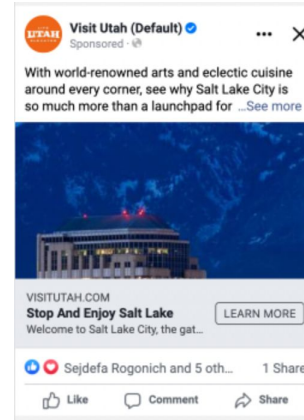
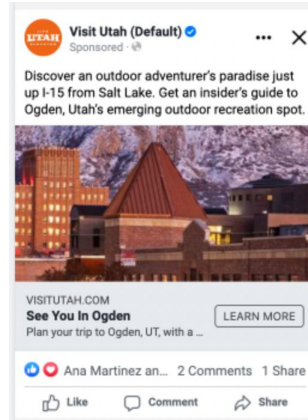
- Targeting is based on search intent strategy first and foremost
- Priority on foodies, shoppers, and those seeking urban experiences
- New bidding strategy focused on impression share for FM topics
- Google partnership — exploring better conversions w/ booking data

PAID SOCIAL

Sept–Oct

Momentum

- Ogden, Provo and Salt Lake City Landing Pages
- 5 Black-Owned Restaurants to Support in Utah
- 8 Utah Hikes for Leaf Peeping and Natural Splendor



PAID SOCIAL

Mid-April–June

Audience Building

- More top-funnel awareness
- Targeting from native advertising
- Article landing page conversions
- Support for Film Tourism

Affinity + Advocacy

- Dedicated #ForeverMighty responsible travel messaging

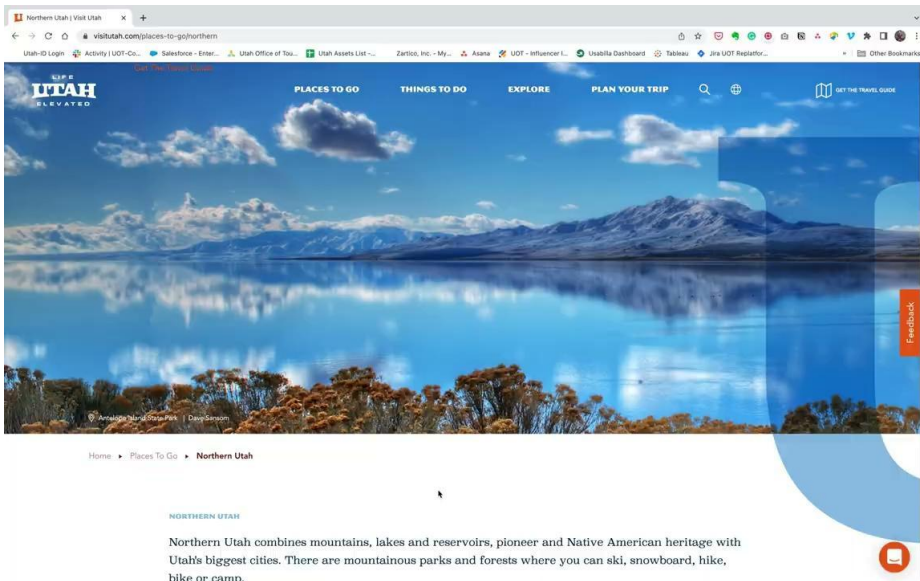


CONTENT MARKETING

VISITUTAH.COM/NORTHERN

Geographic Identity

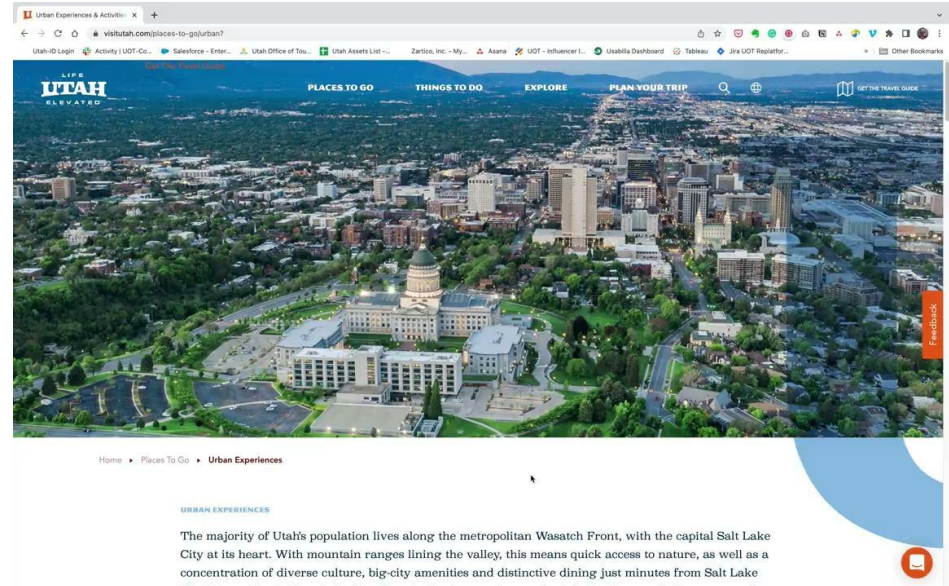
- Awareness
- Distributing visitation
- Responsible travel



VISITUTAH.COM/CITY

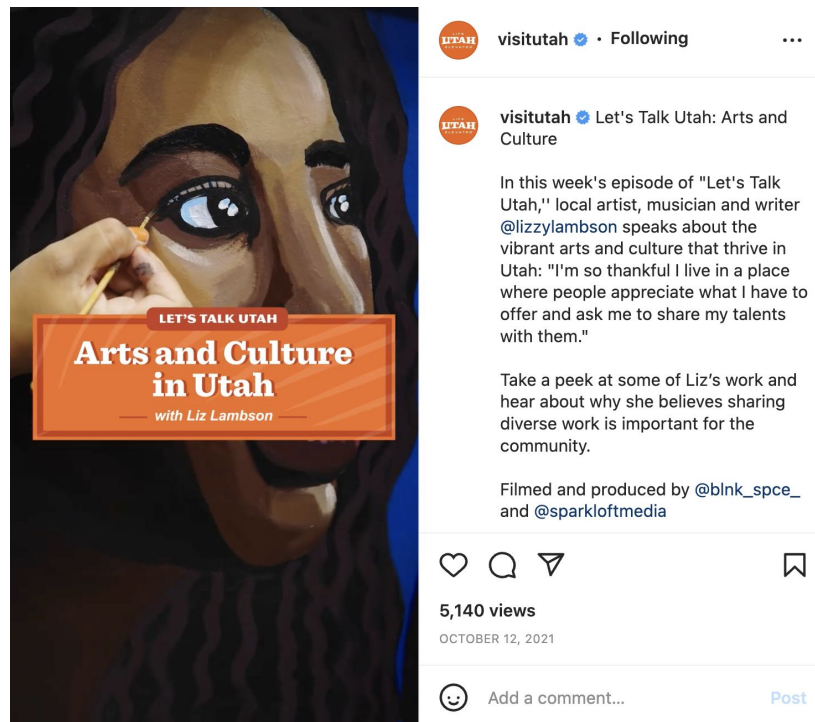
Metropolitan Wasatch Front

- Understanding
- Brand reputation
- Metro to mountain



Vertical video integration

- Elevate presence of IGTV content within the site
- More mileage for Season 2:
 - Arts and Culture
 - Debunking Myths of Utah's Liquor Laws
 - Accessibility to the Outdoors
 - Food Diversity
 - Adventuring Responsibly



STORYTELLING

- A Table for All video series
- Speedweek photo essay
- Urban Indian Center video
- Hoop by Hoop with Patrick Willie article
- Northern Utah's Historic Theaters: From Movies to Performing Arts article
- Vegan restaurants and BBQ bosses articles
- Forever Mighty stories
- Film Tourism



EMAIL NEWSLETTER

Expanded coverage for region

- Sunday long-form articles
- Monthly newsletters

Owned audience

89,500

Subscribers

46% highly and moderately engaged



MARCH 6TH

A single story shared weekly by Visit Utah



The Bonneville Salt Flats have been called "the last bastion of high-end amateur racing in the world."

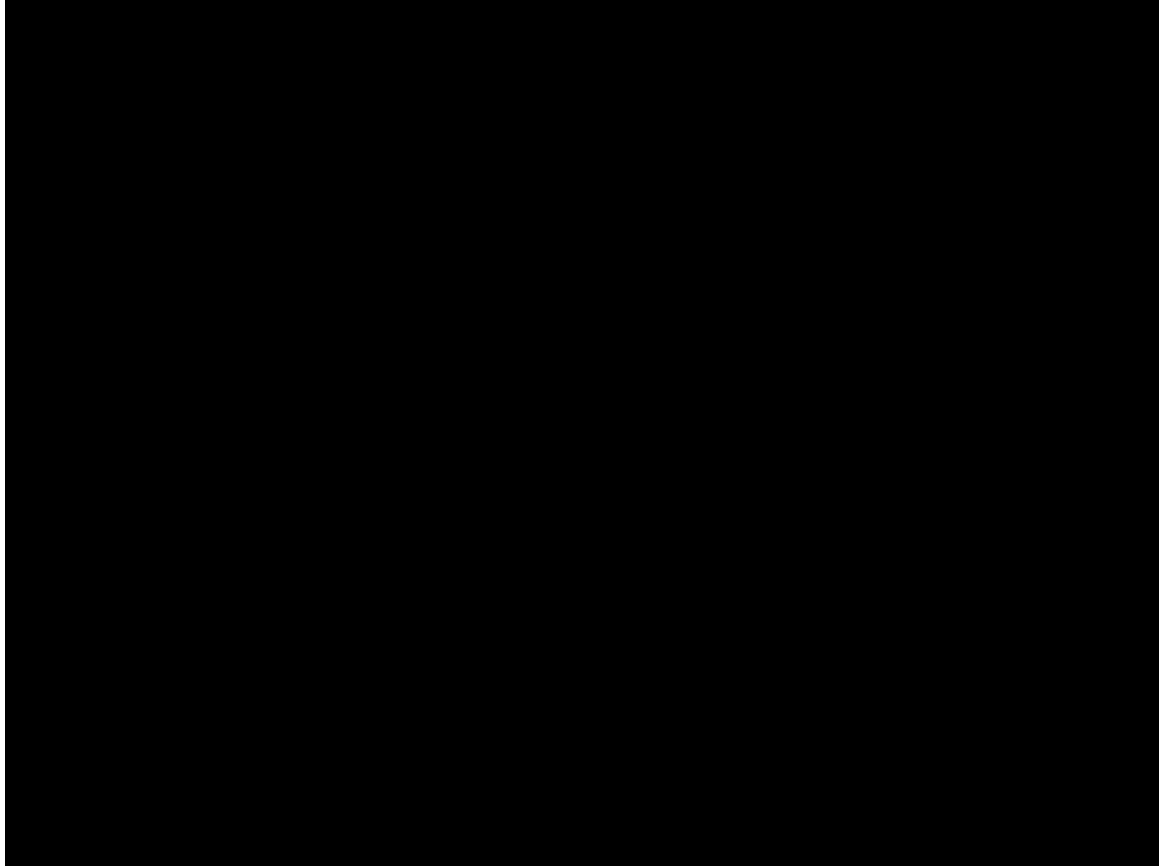
Photo: Jeremiah Watt

Salt & Speed

Utah's Bonneville Salt Flats are home to three annual speed events where racers can go all in with whatever speed device meets their fancy.

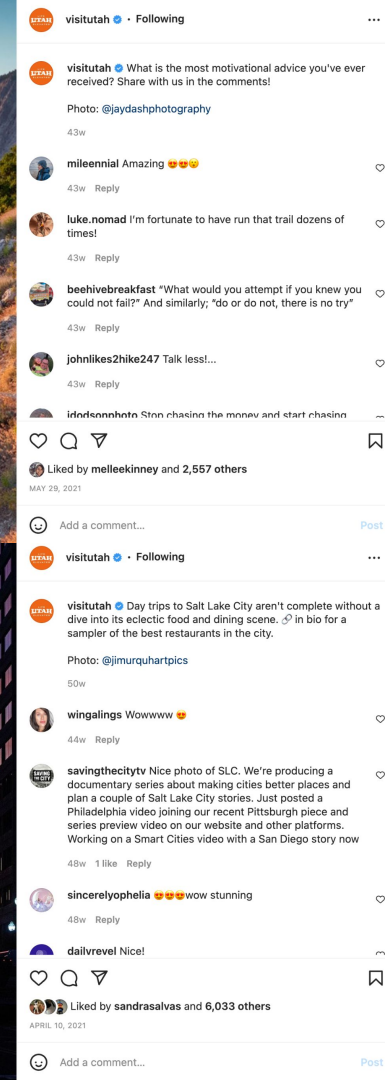
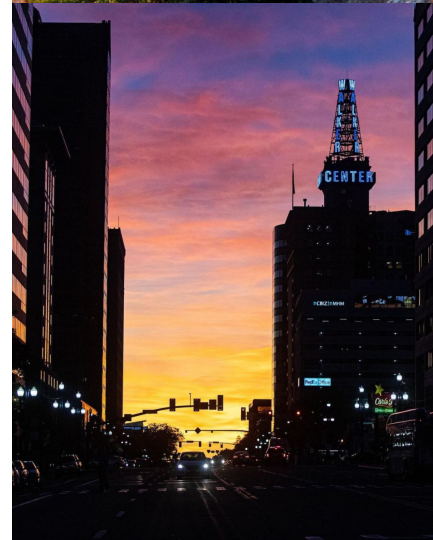
Photography by Jeremiah Watt

Salt and Speed



ORGANIC AND ALWAYS ON

- Awareness and Consideration
- Red Emerald locations and experiences
 - Inform and distribute visitors
 - Build brand reputation
- Forever Mighty messaging
- Let's Talk Utah Season 2



RECENT PR COVERAGE

- National Geographic
- Luxury Travel
- Lonely Planet
- Cosmopolitan
- Food & Wine

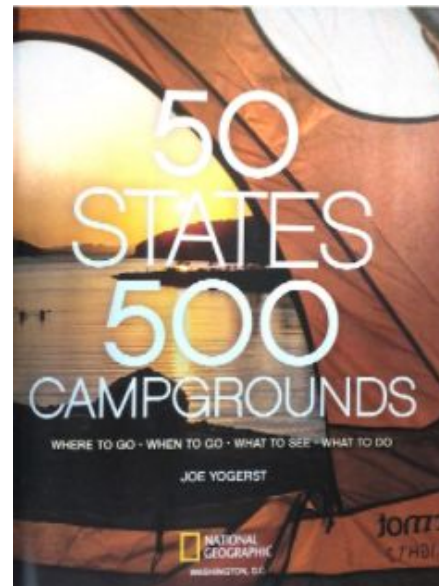
Adult Spring Break Is a Thing and You Need It

Departing From the West:

If you'd be into skiing or ziplining down the slopes at Sundance Mountain Resort, hiking or biking the Olympic biathlon trails at Soldier Hollow, and paddleboarding inside a geothermal crater in the same day, **Heber Valley, Utah**, is for you. Although you could spread it out if you wanted.

The A-List of Travel ®

LUXURY TRAVEL
MAGAZINE



Travel in 2022: The Year That Wellness Gets Outside

SUP Yoga at Homestead Crater | Midway, UT

Known as one of Utah's best-kept secrets, Homestead Crater is a geothermal hot spring created over 10,000 years ago as melting snow seeped deep into the earth, which in turn, percolated upward by being heated by the earth's interior, resulting in a bee-hive shaped deposit, today known as Homestead Crater. The natural phenomenon is a once-in-a-lifetime experience, with year-round water temperatures remaining at 90-96 degrees while the brisk outdoors and crisp mountain air sits overhead. One of the most special wellness experiences offered is stand up paddleboard yoga - aptly dubbing Homestead as one of nature's "oldest yoga studios."

UTAH U MEDIA FAM

We've Got Spirit(s), Yes We Do!

- Spirits & Food
- Basecamp: Park City

The Awe-Inspiring Role Nature Plays in Wellbeing

- Wellness and Adventure
- Basecamp: Compass Rose Lodge, Ogden

Artisans and Makers, Creators of Culture

- Arts and Artisans
- Basecamp: Sundance Mountain Resort



LIFE
UTAH
ELEVATED

